

EXHIBIT 1

Charming Shoppes, Inc.

CHARMING SHOPPES, INC.

Celebrating the lives and fashion image of plus-size women

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ABOUT US

Charming Shoppes, Inc. is a leading multichannel specialty apparel retailer primarily focused on plus-size women's apparel. We are the parent company of four distinct store brands – Lane Bryant, Fashion Bug, Catherine's Plus Sizes and Petite Sophisticate – as well as Crosstown Traders, Inc., a direct marketer of women's apparel.

Our Vision is to be the company known for celebrating the lives and fashion image of women wearing plus sizes. Our continuing Mission is to serve the lifestyle apparel needs of women wearing plus sizes with the very best service, fashion selection, value and fit.

CHRS

LBR

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ABOUT US

STORE LOCATIONS

LANEBRYANT.COM

FASHIONBUG.COM

OUR RETAIL STORE BRANDS

- Lane Bryant
- Fashion Bug
- Catherines

OUR CATALOGS

CORPORATE GOVERNANCE

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FAQS

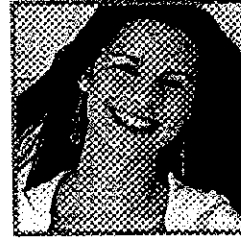
OUR RETAIL STORE BRANDS

Charming Shoppes, Inc. is the nation's third-largest specialty retail apparel holding company as measured by store units. With more than 2,400 stores nationwide, Charming Shoppes provides a significant presence in strip shopping center, mall locations and outlet centers.

Through our three distinct brands—Lane Bryant, Fashion Bug and Catherines—Charming Shoppes has the ability to serve every plus-size woman in the country. Here's how our brands are differentiated:



LANE BRYANT

LANE BRYANT
outlet

FASHION BUG

CATHERINES[®]
PLUS SIZES

Core customer age	Young (25–45)	Young (20–49)	Baby boomers (40–65)
Fashion	Fashion-oriented plus-size	Updated plus, misses, juniors & girls	Classic plus-size and extended plus size
Apparel price ranges	Moderate to better	Low to moderate	Moderate
Primary store location	Malls with growth in strip and outlet centers	Strip centers	Strip centers
Annual sales	Over \$1 billion	Over \$1 billion	Over \$300 million
Branded Web site	lanebryant.com	fashionbug.com	catherines.com

Charming Shoppes, Inc.

Lane Bryant and Lane Bryant Outlet

The most widely recognized name in specialty plus-size fashion, Lane Bryant was acquired by Charming Shoppes, Inc. in 2001. With more than 900 stores nationwide, Lane Bryant is a plus-size fashion leader, acknowledged for a positive influence on the way women feel about their bodies. Lane Bryant's mission is to offer stylish, sophisticated and high-quality fashion in sizes 14-28. In July 2006, Charming Shoppes, Inc. launched Lane Bryant Outlet. You may visit Lane Bryant's Web site at lanebryant.com.

Fashion Bug and Fashion Bug Plus

As Charming Shoppes, Inc.'s largest brand with nearly 1,000 stores nationwide, Fashion Bug is a women's fashion apparel leader in strip shopping centers, appealing to women of all shapes and sizes. Fashion Bug offers fashion apparel and accessories in plus, misses, juniors and girls sizes. Look for our latest styles at fashionbug.com.

Catherines Plus Sizes

A leading plus-size specialty retailer with more than 450 stores throughout the country, our Catherines brand targets women 40-65 years old and offers classic apparel and accessories for career and casual lifestyles. Our customers can shop Catherines on the Web at catherines.com.

Petite Sophisticate

Petite Sophisticate Outlet is a petite-size specialty retailer with approximately 50 outlet store locations throughout the country. Petite Sophisticate Outlet targets women 35-55 years old and offers traditional, updated classic and contemporary apparel for women wearing sizes 0p-14p. Petite Sophisticate Outlet is the only national chain exclusively offering women's petite-size apparel. Visit Petite Sophisticate Outlet at petitesophisticate.com.

CHRS

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